

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph 0020 on page 5 with the following re-written paragraph:

In one embodiment, once the models for the different variables ~~that~~ are within the scope to improve or control, the models 510 may be specified to perform an optimization of the measurable objectives 514 that have been modeled such as number of unique visitors, number of transactions, revenues, profits, etc. that can be generated by using some combination of the marketing options. The specification may be effectuated through a variety of input techniques. In various embodiments, a graphical user interface is provided ~~to~~ specific to the models 510, or more specifically, the model parameters and their relationships 512. The optimization of these objectives 514 may be subject to constraints 516 that involve controlling some other measurable modeled variables such as the money spent on marketing, certain minimum lead generation requirements, etc.

Please replace paragraph 0041 on page 7 with the following re-written paragraph:

In various embodiments, the marketing strategy or spending decisions (bidding strategy) 520 may be implemented 522 to make ~~buys~~ bids 524. The implementation may also be monitored and adjusted 522 in the context of the changing marketing options available 526 and the changing objectives and requirements of the organization 514 and 516 (re-performing the earlier described optimization operation). For example, based on the availability of cheaper marketing options 526, a decision may be made to stop an advertising campaign at a specific site or for paid listings on search engines, the bid or the maximum cost per click that an organization presumably is willing to pay for a paid listing for a keyword, may be changed, based on the gross margins generated from transactions made by visitors clicking on that keyword listing. In various embodiments, the results of the implementations are captured as reports 528, and the data contained in the reports 528 are fed back to add to or update the empirical data employed to build the models 510. If necessary, the models 510 may be updated, and the optimization process 518 may be re-performed to yield a new bidding strategy 520.